

RESEARCH PAPER ON THE IMPACT OF GREEN MARKETING ON CUSTOMER SATISFACTION AND ENVIRONMENTAL SAFETY.

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Abstract : Green revolution , going green, environmental protection, sustainable life style, sustainable development, protecting our earth and lots of more became a phenomenon in our lifestyle . Green marketing may be a tool employed by many companies in various industries to follow this trend. This paper are often employed by researchers who got to determine the impact of green marketing on customer satisfaction and environmental safety.

Keywords: Green Marketing, Consumer Satisfaction, Environmental Safety.

1. Introduction

In current business scenario environmental issues plays a crucial role in business. In most of countries government is concerned about Environmental problems. In today's business environmentally sustainable development has become key issue. The green marketing is one of the strategies a firm can adopt to achieve this.

In the last decade, consumers became more enlightened on environmental issues. Green marketing refers to selling product or rendering services supported environmental benefit. It came into existence in late 1980s and early 1990s. Green marketing is growing rapidly and consumers are willing to pay tons for green product. There are little analysis of the impact of this new market on the consumers and therefore the environment thus far . Green marketing affects all areas of our economy, it doesn't just cause environmental protection but it also create new market and job opportunities. Companies that are environmental stewards stand an opportunity of gaining many satisfied and constant customers.

2. Evolution of Green Marketing

Green marketing term was first discussed during a seminar on —Ecological MarketingI organized by American Marketing Association (AMA) in 1975 and took its place within the literature. The term green marketing came into prominence within the late 1980s and early 1990s. The first wave of green marketing occurred within the 1980s. The tangible milestone for the primary wave of green marketing came within the sort of published books, both of which were called Green Marketing. They were by Ken Pattie (1992) within the uk and by

Jacquelyn Ottman (1993) within the us of America. According to Peattie (2001), the evolution of green marketing has three phases.

First phase was termed as "**Ecological**" green marketing, and through this era all marketing activities were concerned to assist environmental problems and supply remedies for environmental problems.

Second phase was "**Environmental**" green marketing and therefore the focus shifted on clean technology that involved designing of innovative new products, which lookout of pollution and waste issues.

Third phase was "**Sustainable**" green marketing. It came into prominence within the late 1990s and early 2000 concerned with developing good quality products which may meet consumers need by that specialize in the standard , performance, pricing and convenience in an environment friendly way.

3. Concept of Green Marketing

Green marketing - a replacement concept and a step to guard the Environment.

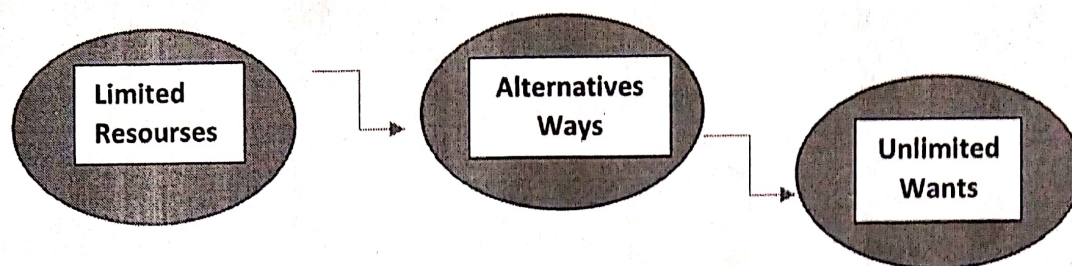
1. "The marketing of products that are presumed to be environmentally safe"
2. "The process of selling products and/or services supported their environmental benefits"

Green marketing refers to the method of merchandising product and/or services supported their environmental advantages. Such a product or service is also environmentally friendly in itself or made in associate degree environmentally friendly manner, such as

1. Able to be recycled and/or is produced from recycled materials
2. Not containing toxic materials or ozone-depleting substances
3. Being manufactured in a sustainable fashion
4. Being made from renewable materials
5. Not making use of excessive packaging
6. Being designed to be repairable and not "throwaway"

4. Why Green Marketing?

As resources are limited and human wants are unlimited, it's important for the marketers to utilize the resources efficiently without waste also on achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers everywhere the planet regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a results of this, green marketing has emerged which speaks for growing marketplace for sustainable and socially responsible products and services



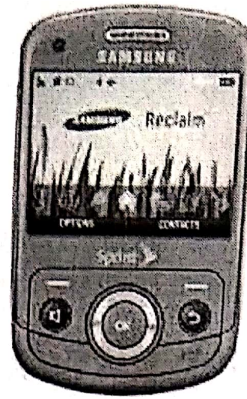
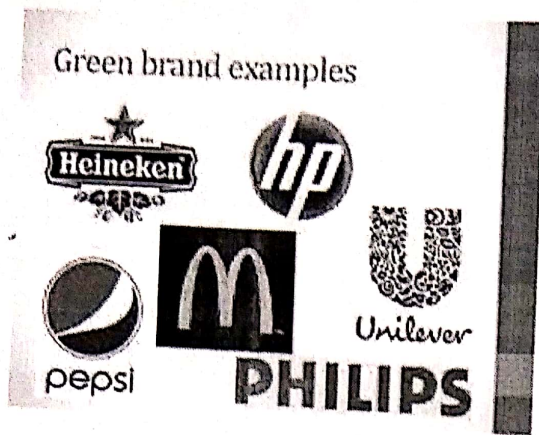
5. Characteristics Of Green Products

We can define green products by following measures:

1. Products those are originally grown.
2. Products those are recyclable, reusable and biodegradable.
3. Products with natural ingredients.
4. Products containing recycled contents and non toxic chemical.
5. Products contents under approved chemicals.
6. Products that don't harm or pollute the environment.
7. Products which will not be tested on animals.
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

6. Green Products in India

1. **Wipro Info tech** (Green It) was India's first company to launch environment friendly computer peripherals.
2. **Samsung**, was the primary to launch eco friendly mobile handsets (made of renewable materials) – W510 and F268- in India.
3. **Oil and Natural Gas Corporation Ltd. (ONGC)**, India's largest company, has introduced energy-efficient Mokshada Green Crematorium, which saves 60% to 70% of wood and a fourth of the burning time per cremation.
4. **Reva**, India's very-own Bangalore based company was the primary within the world to commercially release an electrical car.
5. **Honda India** introduced its Civic Hybrid car. ITC has introduced Paper Kraft, a premium range of eco-friendly business paper.
6. **Indusland Bank** installed the country's first solar-powered ATM and thus caused an eco-savvy change within the Indian banking sector.



Countries ranked according to their response level :

Countries ranked according to their response level on Green Marketing

Rank	Countries
1	India
2	UK
3	US
4	Thailand
5	Australia
6	Canada
7	china

Source – Namex International Journal of Management Research

7. Green Marketing Mix

Product : The ecological objectives in planning products are to scale back resource consumption and pollution and to extend conservation of scarce resources.

Price : Price may be a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there's a perception of additional product value. This value could also be improved performance, function, design, visual appeal, or taste. Green marketing should take of these facts into consideration while charging a premium price.

Promotion : There are three sorts of green advertising: -

1. Ads that address a relationship between a product/service and therefore the biophysical environment
2. People who promote a green lifestyle by highlighting a product or service

3. Ads that present a company image of environmental responsibility

Place : The selection of where and when to form a product available will have significant impact on the purchasers . Very few customers will leave of their thanks to buy green products.

8. Challenges Ahead

1. Green products require renewable and recyclable material, which is expensive
2. Requires a technology, which needs huge investment in R & D
3. Water treatment technology, which is too costly
4. Majority of the people aren't conscious of green products and their uses
5. Majority of the consumers aren't willing to pay a premium for green products

9. Green Marketing and Sustainable Development

According to the planet Commission on Environmental Development (1978), Sustainable Development is "meeting the requirements of this without compromising the power of the longer term generations to satisfy their own needs". The common theme throughout this strategy of sustainable development, is that the got to integrate economic and ecological considerations in deciding by making policies that conserve the standard of agricultural development and environmental protection. This is what the top product of green marketing is, environmental protection for this and therefore the future generation. The development of energy- efficient operations, better pollution controls, recyclable and biodegradable packaging, ecologically safe products are all a part of green marketing which also results in sustainable development.

10. Customer Satisfaction and Green Marketing

Customer satisfaction has been defined in two basic ways: as either an outcome or as a process. As an outcome, satisfying the top state resulting from the consumption experience. As a process, it's the perceptual evaluative and psychological process that contributes to satisfaction. The definition is varied with their level of simplicity which includes

- Product satisfaction
- Satisfaction with the purchase decision experience.
- Satisfaction with the store or institution.
- Satisfaction with pre-purchase experience.

There is a relationship between customer Satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. Satisfaction is an outcome that happens without comparing expectations. Customer Satisfaction is the outcome of service quality. Nowadays customers have a high level of involvement regarding environmental issues as a consequence of growing environmental consciousness. Consequently, companies that communicate their

environmental safety. Green marketing is not just an environmental safety. Green marketing isn't just an environmental protection tool but also, a marketing strategy.

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